

**IN THE CLAIMS**

1. (currently amended) A method for providing targeted advertising during execution of an application for display on a client system, the method on a server system, comprising ~~the steps of~~:

gathering a plurality of advertising texture maps directed towards a demographic;

assembling an application including a plurality of 3D objects, wherein each of the plurality of objects has a default texture associated therewith, the application with access to and the plurality of advertising texture maps, wherein at least one of the plurality of advertising texture maps are mapped onto at least one of the plurality of 3D objects during execution of the application so as to replace at least part of the default texture associated therewith; and

providing the application to a client system over a network, wherein the client system is a member of the demographic;

wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

2. (currently amended) The method of claim 1, wherein the providing step further comprises:

providing the application for download by a client system over a network, wherein the client system is associated with the demographic.

3. (currently amended) The method of claim 2, wherein the network comprises anyat least one of:

a local area network;

a wide area network; and

a circuit switched network.

4. (currently amended) The method of claim 1, wherein an advertising texture map comprises anyat least one of:

a bitmap file;

a JPEG file;

a TIFF file; and

a GIF file.

5. (currently amended) The method of claim 4, wherein the advertising texture map is used to identify an advertiser and further comprises anyat least one of:

a logo representing the advertiser;

text representing the advertiser;

a person representing the advertiser; and

an image representing the advertiser.

6. (currently amended) The method of claim 1, further comprising ~~the step of:~~

periodically providing to the client system over the network a plurality of advertising texture maps directed towards the demographic of the client system, wherein the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application.

7. (currently amended) A method for providing targeted advertising to a client system, the method on the client system, comprising ~~the steps of:~~

executing an application that presents a plurality of 3D objects, and the application with access to a plurality of advertising texture maps wherein each of the plurality of objects has a default texture associated therewith;

periodically receiving from a third party over a network a plurality of advertising texture maps directed towards a demographic of the client system;

mapping at least one of the plurality of advertising texture maps onto at least one of the plurality of 3D objects during execution of the application so as to replace at least part of the default texture associated therewith;

wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

8. (currently amended) The method of claim 7, wherein the network comprises anyat least one of:

a local area network;

a wide area network; and  
a circuit switched network.

9. (currently amended) The method of claim 7, wherein an advertising texture map comprises anyat least one of:

- a bitmap file;
- a JPEG file;
- a TIFF file; and
- a GIF file.

10. (currently amended) The method of claim 9, wherein an advertising texture map is used to identify an advertiser and further comprises anyat least one of:

- a logo representing the advertiser;
- text representing the advertiser;
- a person representing the advertiser; and
- an image representing the advertiser.

11. (currently amended) The method of claim 7, wherein the executing stepfurther comprises:

- executing an application that presents a plurality of 3D objects and a plurality of advertising texture maps directed towards a demographic of the client system.

12. (currently amended) The method of claim 11, further comprising ~~a step before the receiving step~~ of:

- mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application.

13. (currently amended) The method of claim 7, further comprising ~~the step of~~:

- gathering information regarding the demographic of the client system;
- selecting from the plurality of advertising texture maps a plurality of advertising texture maps determined to correspond to the demographic of the client system; and
- mapping the selected plurality of advertising texture maps onto the plurality of 3D

objects during execution of the application.

14. (currently amended) The method of claim 7, wherein the ~~step of~~ mapping includes:  
mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application, wherein ~~any~~at least one of the following texture mapping methods are used:

- planar projection;
- box projection;
- cylindrical projection;
- spherical projection; and
- shrink projection.

15. (currently amended) A computer readable medium including computer instructions for providing targeted advertising to a client system, the computer readable medium on the client system, the computer instructions comprising ~~instructions for~~:  
periodically receiving from a third party over a network a plurality of advertising texture maps directed towards a demographic of the client system;

mapping at least one of the plurality of advertising texture maps onto at least one of the plurality of 3D objects during execution of the application, so as to replace at least part of a default texture associated with each of the plurality of 3D objects;

wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

16. (currently amended) The computer readable medium of claim 15, wherein the network comprises ~~any~~at least one of:

- a local area network;
- a wide area network; and
- a circuit switched network.

17. (currently amended) The computer readable medium of claim 15, wherein an advertising texture map comprises ~~any~~at least one of:

- a bitmap file;

a JPEG file;  
a TIFF file; and  
a GIF file.

18. (currently amended) The computer readable medium of claim 17, wherein an advertising texture map is used to identify an advertiser and further comprises anyat least one of:

a logo representing the advertiser;  
text representing the advertiser;  
a person representing the advertiser; and  
an image representing the advertiser.

19. (currently amended) The computer readable medium of claim 15, wherein the executing step instruction further comprises:

executing an application that presents a plurality of 3D objects and a plurality of advertising texture maps directed towards a demographic of the client system.

20. (currently amended) The computer readable medium of claim 19, further comprising ~~a step before the receiving step of:~~

mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application.

21. (currently amended) The computer readable medium of claim 15, further comprising ~~the step of:~~

gathering information regarding the demographic of the client system;  
selecting from the plurality of advertising texture maps a plurality of advertising texture maps determined to correspond to the demographic of the client system; and  
mapping the selected plurality of advertising texture maps onto the plurality of 3D objects during execution of the application.

22. (currently amended) The computer readable medium of claim ~~7~~21, wherein the ~~step of~~ mapping includes:

mapping the plurality of advertising texture maps onto the plurality of 3D objects during execution of the application, wherein anyat least one of the following texture mapping methods are used:

- planar projection;
- box projection;
- cylindrical projection;
- spherical projection; and
- shrink projection.

23. (currently amended) A method for providing targeted advertising during execution of an application for display on a client system, the method on a server system, comprising ~~the steps of~~:

- gathering a plurality of advertising texture maps directed towards a demographic;

- assembling the plurality of advertising texture maps, wherein at least one of the plurality of advertising texture maps are mapped onto at least one of a plurality of 3D objects during execution of an application so as to replace at least part of the default texture associated with the plurality of 3D objects, ~~the plurality of 3D objects and the application on a client system~~; and

- providing the plurality of 3D objects to the client system over a network, wherein the client system is a member of the demographic;

- wherein the client system displays the plurality of advertising texture maps mapped onto the plurality of 3D objects during execution of the application.

24. (currently amended) A set-top box for providing targeted advertising to a client system, comprising:

- an application that presents a plurality of 3D objects, wherein each of the plurality of objects has a default texture associated therewith, the application includes ~~and~~ a plurality of advertising texture maps, wherein at least one of the advertising texture maps are directed towards a demographic of the client system and wherein at least one of the plurality of advertising texture maps are mapped onto the plurality of 3D objects during execution of the application; and

- a network connection to a third party, wherein advertising texture maps directed

towards the demographic of the client system are periodically received from the third party via the connection and wherein at least one of the plurality of advertising texture maps are mapped onto at least one of the plurality of 3D objects during execution of the application.